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There is a clear benefit to Satellite Radio traffic and weather. Because it is continuously steaming, it is very beneficial to keep abreast of the current traffic condition and not have to wait through commercials and talk radio, every 10-15 minutes during peak time, and unlike the current poor radio station quality formats, does not offer traffic info during non-peak hours. Around the Baltimore-Washington corridor and I assume in other markets, knowledge of traffic conditions before and after rush hour is still important.